

## Goal

AMAROK wanted to build a strategic accounts team to expand contracts within high-value clients. They needed an SDR to do the prospecting work to connect directors with interested sites.

## Approach

Working closing with Directors on the relationship with each account, we researched individual locations to determine fit based on location type and developed custom messaging for each account based on our relationship.

## Results

- 400 meetings booked
- 7-figures closed in contract value
- The AMAROK strategic accounts team has grown from 1 to 4 Directors
- 3 years working together



**Drew Leppert**  
VP of Enterprise Sales

**\$1MM+ in  
contract**